

T E N N E S S E E CAREERS[®]



Career Cluster Guide

2008-2009

Four Steps to Career Success

About the Arts, A/V Technology & Communications Career Cluster

Careers in the Arts, A/V Technology & Communications Career Cluster encompass designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services.

GET STARTED TODAY!

1

Assess Yourself

Identify your strengths. Then compare them with job expectations in favorite fields.

2

Check the Labor Market

See how a specific occupation fares in Tennessee. Turn to pages 4-9.

3

Find Schools and Educational Programs

Find information on education, training, and financial aid. See pages 10 and 11.

4

Find Employers and Job Openings

Check out the Web sites below or visit your local career centers to find out about opportunities in Tennessee.

Free Online Resources to Explore Careers

Tennessee Career Information Delivery System (TCIDS): <http://tcids.tbr.edu/>

KUDER Tennessee College and Career Planning System prepared by edamerica:

<http://www.planningyourdreams.org/>

Tennessee Department of Labor and Workforce Development:

Education, wages, jobs and more: <http://www.sourcetn.org>

Youth pages: <http://state.tn.us/labor-wfd/youth>

Career Center locations: <http://www.state.tn.us/labor-wfd/cc/>

Tennessee Department of Education, Career and Technical Education: <http://www.tennessee.gov/education/cte/>

Online Tennessee Board of Regents ROCC Virtual Career Center: <http://careers.rodip.org/>

College for TN, powered by xap: <http://www.collegefortn.org/>

SECONDARY PROGRAMS OF STUDY*	Specific Occupations
Audio Technology	<ul style="list-style-type: none"> • Audio and Video Equipment Technicians • Sound Engineering Technicians
Graphic Communications	<ul style="list-style-type: none"> • Bindery Workers • Fine Artists, Including Painters, Sculptors, and Illustrators • Graphic Designers • Job Printers • Prepress Technicians and Workers • Printing Machine Operators
Design Communications	<ul style="list-style-type: none"> • Commercial and Industrial Designers • Film and Video Editors • Photographers • Multimedia Artists and Animators • Photographic Process Workers • Artists and Related Workers, All Others
Fashion Design	<ul style="list-style-type: none"> • Fashion Designers
Journalism & Broadcasting	<ul style="list-style-type: none"> • Announcers • Broadcast News Analysts • Broadcast Technicians • Editors • News Analysts, Reporters and Correspondents • Public Address System and Other Announcers • Radio and Television Announcers • Reporters and Correspondents • Technical Writers • Media and Communication Equipment Workers, All Others • Media and Communication Workers, All Others



Arts, A/V Technology & Communications Jobs in Tennessee

Title	Basic Description	Projected Total 2014 Employment	
Source: See footnote #2.	Source: See footnote #2.	Source: See footnote #1.	
Art Directors	Formulate design concepts and presentation approaches. Direct workers engaged in artwork, layout design, and copy writing for visual communications media (magazines, books, newspapers, etc.)	990	
Audio and Video Equipment Technicians	Set up and/or operate audio and video equipment (microphones, speakers, video screens, projectors, recording equipment, etc.) for concerts, sports events, meetings, presentations, etc.	960	
Audiovisual Collections Specialists	Prepare, plan, and operate audiovisual teaching aids for use in education. May record, catalog, and file audiovisual materials.	60	
Camera Operators, Television, Video, and Motion Picture	Operate television, video, or motion picture camera to photograph images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures.	470	
Commercial and Industrial Designers	Develop and design manufactured products (cars, home appliances, toys, etc.). Combine artistic talent with research on product use and marketing to create an appealing product design.	810	
Editors	Perform variety of editorial duties, such as laying out, indexing, and revising content of written materials, in preparation for final publication.	1,780	
Entertainers and Performers, Sports and Related Workers	All entertainers and performers, sports and related workers not listed separately.	510	

1. Estimated wage and employment data are from the Tennessee Department of Labor and Workforce Development, Employment Security Research and Statistics Division (www.sourcetn.org).
2. Job titles and common descriptions are from the Bureau of Labor Statistics, U.S. Department of Labor, Standard Occupational Classification System (<http://www.bls.gov/soc>).

High Skill - High Wage - In Demand

Projected Number of New Jobs, 2004-2014	Annual Median Wage	Most Common Education/Training	Suggested Programs of Study	High Skill	High Wage	In Demand
Source: See footnote #1.		Source: See footnote #1.		See footnote #3.		Source: See footnote #1.
130	\$49,820	Work experience, plus Bachelor's Degree	Art, General; Graphic Design Commercial Art and Illustration	●	●	●
150	\$29,908	Long-term on-the-job training	Educational/Instructional Media Technologist/Technician	●		●
10	\$37,919	Moderate-term on-the-job training	Educational/Instructional Media Technologist/Technician		●	●
80	\$43,437	Moderate-term on-the-job training	Film-Video Making/ Cinematography and Production		●	●
100	\$43,528	Bachelor's Degree	Design and Visual Communications	●	●	●
360	\$40,678	Bachelor's Degree	Broadcast Journalism; English, Creative Writing; English, Technical and Business Writing; Journalism; Mass Communications	●	●	
100	*	Long-term on-the-job training	Drama/Theater Arts, General; Dramatic/Theater Arts and Stagecraft, Other	●	●	●

3. The suggested programs of study are postsecondary programs.

* Information unavailable.

For updated career information go to
<http://www.sourcetn.org>.

Arts, AV Technology & Communications Jobs in Tennessee

Title	Basic Description	Projected Total 2014 Employment	
Source: See footnote #2.	Source: See footnote #2.	Source: See footnote #1.	
Fashion Designers	Design clothing and accessories. Create original garments or design garments that follow well established fashion trends. May develop the line of color and kinds of materials.	180	
Film and Video Editors	Edit motion picture soundtracks, film, and video.	1,140	
Fine Artists, Including Painters, Sculptors, and Illustrators	Create original artwork using any of a wide variety of mediums and techniques, such as painting and sculpture.	670	
Graphic Designers	Design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.	4,540	
Job Printers	Set type according to copy, operate press to print job order, read proof for errors and clarity of impression, and correct imperfections.	2,020	
Multimedia Artists and Animators	Create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.	570	
Music Directors and Composers	Conduct, direct, plan, and lead instrumental or vocal performances by musical groups, such as orchestras, choirs, and glee clubs. Include arrangers, composers, choral directors, and orchestrators.	1,340	

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Projected Number of New Jobs, 2004-2014	Annual Median Wage	Most Common Education/Training	Suggested Programs of Study	High Skill	High Wage	In Demand
Source: See footnote #1.		Source: See footnote #1.		See footnote #3.		Source: See footnote #1.
30	\$54,280	Bachelor's Degree	Fashion Design and Illustration	●	●	●
210	\$47,583	Bachelor's Degree	Film-Video Making/ Cinematography and Production; Radio and Television Broadcasting	●	●	●
110	\$41,416	Long-term on-the-job training	Art, General; Fine/Studio Arts	●	●	●
790	\$33,652	Bachelor's Degree	Design and Visual Communications; Graphic Design, Commercial Art and Illustration	●	●	●
20	\$35,798	Long-term on-the-job training	Graphic and Printing Equipment Operator, General	●	●	
80	\$45,204	Bachelor's Degree	Graphic Design, Commercial Art and Illustration	●	●	●
350	\$29,933	Work experience, plus Bachelor's Degree	Music, General; Religious/Sacred Music	●		●

3. The suggested programs of study are postsecondary programs.

For updated career information go to
<http://www.sourcetn.org>.

Arts, A/V Technology & Communications Jobs in Tennessee

Title	Basic Description	Projected Total 2014 Employment	
Source: See footnote #2.	Source: See footnote #2.	Source: See footnote #1.	
Photographers	Photograph persons, subjects, merchandise, or commercial products. May develop negatives and produce finished prints. Includes scientific photographers, aerial photographers, and photojournalists.	2,760	
Prepress Technicians and Workers	Set up and prepare material for printing presses. Prepress functions include compositing, typesetting, layout, paste-up, camera operating, scanning, film stripping, and photoengraving.	1,870	
Producers and Directors	Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions (interpretation of script, choreography, etc.)	1,460	
Set and Exhibit Designers	Design special exhibits and movie, television, and theater sets. May study scripts, confer with directors, and conduct research to determine appropriate architectural styles.	100	
Sound Engineering Technicians	Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, or movie and video productions.	570	
Technical Writers	Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.	550	
Writers and Authors	Originate and prepare written material, such as scripts, stories, advertisements, and other material. Excludes "Public Relations Specialists" and "Technical Writers."	2,750	

1. Estimated wage and employment data are from the Tennessee Department of Labor and Workforce Development, Employment Security Research and Statistics Division (www.sourcetn.org).
2. Job titles and common descriptions are from the Bureau of Labor Statistics, U.S. Department of Labor, Standard Occupational Classification System (<http://www.bls.gov/soc>).

High Skill - High Wage - In Demand

Projected Number of New Jobs, 2004-2014	Annual Median Wage	Most Common Education/Training	Suggested Programs of Study	High Skill	High Wage	In Demand
Source: See footnote #1.		Source: See footnote #1.		See footnote #3.		Source: See footnote #1.
450	\$22,001	Long-term on-the-job training	Photography	●		●
-120	\$33,312	Long-term on-the-job training	Graphic and Printing Equipment Operator, General; Graphic Design, Commercial Art and Illustration	●	●	
240	\$55,787	Work experience, plus Bachelor's Degree	Drama/Theater Arts, General; Dramatic/Theater Arts and Stagecraft, Other; Film-Video Making/ Cinematography and Production; Radio and Television Broadcasting	●	●	●
10	\$35,402	Bachelor's Degree	Design and Visual Communications	●	●	●
120	\$34,932	Postsecondary career/ technical education	Educational/Instructional Media Technologist/Technician	●	●	●
120	\$47,621	Bachelor's Degree	English Technical and Business Writing	●	●	
550	\$39,277	Bachelor's Degree	Broadcast Journalism; English, Creative Writing; English, Technical and Business Writing; Journalism; Mass Communications	●	●	

3. The suggested programs of study are postsecondary programs.

For updated career information go to
<http://www.sourcetn.org>.

PROGRAMS OF STUDY

TENNESSEE TECHNOLOGY CENTERS, COLLEGES & UNIVERSITIES

ARTS, A/V TECHNOLOGY & COMMUNICATIONS MAJORS

Austin Peay State University
www.apsu.edu

Chattanooga State Technical Community College
www.chattanoogaastate.edu

Columbia State Community College
www.columbiastate.edu

East Tennessee State University
www.etsu.edu

Jackson State Community College
www.jscc.cc.tn.us

Middle Tennessee State University
www.mtsu.edu

Nashville State Community College
www.nscs.edu

Pellissippi State Technical Community College
www.pstcc.cc.tn.us

Art History, Criticism, and Conservation

B

Art, General

B

B, M

B

Communications Technology/Technician

A

Communications, General

M

Communications, Other

Drama/Theater Arts, General

B

B

Educational/Instructional Media Design

M

English Creative Writing

Fine/Studio Arts

Graphic and Printing Equipment Operator,
General Production

Graphic and Printing Equipment
Operator, General

Graphic Design, Commercial Art,
and Illustration

A

A

A

Journalism

Mass Communication/Media Studies

B, M

B

B, M

Museology/Museum Studies

Music, General

B, M

B

B, M

Photographic and Film/Video
Technology/Technician

C

Photography

C

Recording Arts Technology/Technician

B, M

A

Speech and Rhetorical Studies

B

Textiles, Merchandising, and Design

B

Visual and Performing Arts

C = Postsecondary Awards/Certificates/Diplomas
A = Associate Degree
B = Bachelor's Degree

M = Master's Degree
D = Doctoral Degree

This chart was based upon the best available information and is intended only to serve as a general guide for educational opportunities. Department names for programs vary among schools. Refer to related cluster booklets for other possible programs. Community Colleges (www.tbr.state.tn.us/campuses.htm) offer University Parallel Programs, which may also offer opportunities for study in this field. Contact the schools' academic departments or your school advisor for current programs and degrees: www.tbr.state.tn.us/campuses.htm and <http://www.tennessee.edu/>.

For financial aid information, go to the Tennessee Student Assistance Corporation, http://Tennessee.gov/tsac/about_us.htm, or The Source, www.sourcetn.org (Services for Individuals, Education Services, Financial Aid).

	Southwest Tennessee Community College www.southwest.tn.edu/	Tennessee Technology Center at Crump www.crump.tec.tn.us/	Tennessee Technology Center at Memphis www.memphis.tec.tn.us/	Tennessee Technology Center at Morristown www.morristown.tec.tn.us/	Tennessee Technology Center at Murfreesboro www.murfreesboro.tec.tn.us/	Tennessee State University www.tnstate.edu	Tennessee Technological University www.tntech.edu	The University of Memphis www.memphis.edu	University of Tennessee at Chattanooga www.utc.edu	University of Tennessee at Knoxville www.utk.edu	University of Tennessee at Martin www.utm.edu
								B, M		B	
						B		B, M	B		
									B	B, M, D	B
							B				
						B		B, M	B	B, M	
								S			
								M			
							B			B, M	
			C	C	C						
			C	C							
	A	C	C							B	
								B, M		B	
								B, M, D			
								S			
						B	B	B, M, D	B, M	B, M	B
									S		
											B





Discover your talents

Tennessee Career Information Delivery System (TCIDS): <http://tcids.tbr.edu/>
The Source: <http://www.sourcetn.org>

Notice

The Tennessee Career Cluster Guides and accompanying Planning Guide are publications of the Tennessee Department of Education. Information contained herein is provided as a public service. While every attempt has been made to provide accurate information, there is no guarantee of the completeness or accuracy of the information provided. There is no promise or warranty that the agencies involved will continue to provide or update information. This service may be suspended or discontinued at any time. The user assumes the responsibility of verifying any information used or relied upon.

For more information on Career clusters:
<http://www.tennessee.gov/education/cte>

It is the Tennessee Department of Education's policy to provide an environment free of discrimination and harassment of an individual because of that person's race, color, national origin, age (over 40), sex, pregnancy, religion, creed, disability or any other category protected by state and/or federal law. If you feel your rights have been violated please contact:

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Tennessee Department of Education
710 James Robertson Parkway, 6th Floor
Nashville, TN 37243-0383
Tel. (615) 253-1550



States' Career Clusters Initiative
www.careerclusters.org

